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SERVICE

USDA'S REPORT TO CONSUMERS

U.S. DEPARTMENT OF AGRICULTURE • OFFICE OF COMMUNICATION • WASHINGTON, D.C. 20250

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NEW SMOKEY BEAR APPOINTED

Original Smokey Retires. A new bear recently assumed duties as the most famous animal symbol of the nation--Smokey Bear. He replaces the original Smokey who retired after serving since 1950 as the "living symbol" of the Cooperative Forest Fire Prevention campaign. The new appointee is a bear from the same orphan background as the original Smokey. He has trained for the "living symbol" role since 1971 when he came to the National Zoological Park in Washington, D.C. as understudy to Smokey Bear. The outgoing Smokey is now 25 years old, the equivalent of 70 years in humans. And 70 is the mandatory retirement age for Federal employees. He became the "live" bear symbol for the fire prevention campaign when, as a cub, he was brought to the National Zoo after being rescued from a forest fire in New Mexico. He became one of the Zoo's most popular attractions, receiving over 4 million visitors annually. With his mate Goldie, the old Smokey will spend his retirement years at the Ghost Ranch on the Carson National Forest in Smokey's native New Mexico. The Cooperative Forest Fire Prevention campaign, in existence since 1942, calls public attention to the need to prevent careless man-caused wildfires which destroy the nation's forest resources. The campaign is administered by USDA's Forest Service and the National Association of State Foresters, in cooperation with the Advertising Council, Inc.

HOW TO MAKE YOGHURT

From Podkwassa To Yoghurt. Over the past several years, Americans have developed a real appetite for yoghurt--or yoghourt, yogurt, yogourt or yohourt. The choice of spelling is yours, but they all mean a custard-like preparation made by fermenting concentrated whole milk. Yoghurt's U.S. popularity is still growing along with a related interest in making it at home. In response to this interest, USDA's Agricultural Research Service has prepared a fact sheet, "How To Make Yoghurt". The publication includes a list of sources for the culture, directions for handling the "podkwassa" or "maya" (the mother culture), instructions on preparing the bulk starter, and the recipe for yoghurt--ready for the eating. For yoghurt enthusiasts, the fact sheet provides information on the geographic origins of yoghurt and similar fermented milk foods and on the bacterial cultures responsible for this delectable food. Single free copies of "How To Make Yoghurt" (CA-NE-9) may be ordered from the Publications Branch, Agricultural Research Service, Room 350, Hyattsville, Maryland 20782



DYEING COTTONS

Two Sides To The Story. Scientists of USDA's Agricultural Research Service have added color to your life by inventing an entirely new dyeing technique for cotton textiles. The method makes it possible to dye one side of a fabric one color and the flip side an entirely different color. The new dyeing technique is a spinoff from the wash-wear and duralbe-press finishes developed by the textile scientists in recent years. In making what they call restricted dye applications, the researchers treat one side of the fabric with a modified wash-wear formulation, then dye the fabric with a reactive cotton dye. The dye colors the untreated side but has no effect on the treated side. Following dyeing, the fabric is washed in an acid bath to remove the "resister". The fabric, now chemical-free and dyed on one side, is dyed again. Behold! a two-colored fabric. Modifications of the procedure, such as weaving treated yarns with untreated yarns or making designs on the fabric surface with the dye "resisters", offer virtually unlimited combinations of color and designs. Reactive dyes, the types used in research, are used in the finishing industry, but vat dyes are in more widespread use. Research is now being done to adapt the new process to vat dyeing.

BE A FRIEND TO YOUR TREES

Give Them Proper Care and Protection. USDA's Forest Service has issued a new color guidebook designed to help homeowners become better neighbors to their trees. According to a recent real estate survey, a major selling point for most new home buyers is the presence of trees growing on or near the property. But many people do not realize that trees require special care and protection in order to survive and to provide the desired sylvan setting. The new bulletin, "Your Tree's Trouble May Be You," explains ways to overcome some of the situations that can be hazardous to your tree's health: Air pollution from traffic and industry; road or building construction near tree roots, prolonged flooding from improperly constructed sewer systems and water mains; and improper pruning or treatment of tree wounds and broken branches. Detailed advice on tree planting and pruning is included with line drawings explaining each step. Copies of "Your Tree's Trouble May Be You" (AIB-372) can be obtained from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. They cost 70 cents each.

THERE'S WHEE IN WHEY

A Problem Has Its Uses. USDA researchers have come up with a process that turns acid whey into two interesting products. Acid whey is a by product of soft cheese production and a problem to dispose of. The scientist developed a process that uses yeast to ferment the whey, distills off ethyl alcohol, and yields a liquid containing a high quality protein. Thus, problem acid whey can be converted into an alcohol which has already been used in mixed drinks as a substitute for vodka and a protein-containing liquid which can be dehydrated and used as a nutritious food. Little Miss Muffet may have been ahead of her time.

SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer rather than for mass distribution. For more information about items in this issue, write: Lillie Vincent, Editor of SERVICE, Office of Communication, U.S. Department of Agriculture, Washington, D.C. 20250 Telephone (202) 447-5437.

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